



# DIGITAL PORTFOLIO

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***LEARNING***

***AND***

***MARKETING***

# AGENDA

- 1.Portfolio design and Layout
- 2.Tools and Technologies
- 3.Problem Statement
- 4.Features and Functionality
- 5.Project Overview
- 6.Results and Screenshots
- 7.Conclusion
- 8.GithubLink

# PROBLEM STATEMENT

- The challenge: Inadequate traditional resumes and lack of structured online presence.
- The users affected: Students and professionals learning or working in marketing.
- The impact: Limited ability to showcase talents and achievements effectively

# PROJECT OVERVIEW

- Skills: Highlighting essential marketing competencies such as SEO, social media marketing, content creation, and analytics.
- Projects: Showcasing real or sample marketing projects with descriptions emphasizing objectives, strategies used, and measurable results.
- Contact: Providing accessible ways for potential employers or clients to connect through email and social media links.

# WHO ARE THE END USERS

- Students and Beginners in Marketing: Those learning marketing skills who want to showcase their growing abilities and projects to potential employers or internship providers.
- Marketing Professionals: Practicing marketers aiming to present their expertise, case studies, and project results in a clear, organized, and interactive manner to attract new job opportunities or clients.
- Who are the end users

# PORTFOLIO DESIGN AND LAYOUT

- Clean and Professional Layout: The portfolio uses a simple, uncluttered design with distinct sections for Skills, Projects, and Contact information to ensure easy navigation and clarity of content.
- Header and Navigation Bar: A fixed header introduces the portfolio purpose, while a navigation bar with buttons allows interactive switching between sections without page reload
- Portfolio design and layout

# TOOLS AND TECHNIQUES

- HTML, CSS, JavaScript → for creating the portfolio website
- Code pen for coding
- GitHub for hosting & sharing the projects



# FEATURES AND FUNCTIONALITY

- The key features and functionalities for this digital marketing portfolio coding project include:
- Interactive Navigation: JavaScript-driven buttons allow smooth switching between sections (Skills, Projects, Contact) without reloading the page.
- Skills Showcase: A dedicated section listing marketing skills in a structured and visually appealing manner to highlight key competencies.
- Project Highlights: A projects section displays marketing case studies or sample projects with descriptions emphasizing goals and results.

# Results and screen shot

## Portfolio

Showcasing Skills, Projects & Growth in Marketing

[Skills](#)[Projects](#)[Contact](#)

### Marketing Skills

**SEO Optimization:** Understanding of search engine algorithms, keyword research, and on-page/off-page SEO.

**Content Marketing:** Creating and promoting valuable content to attract and engage target audiences.

**Social Media Marketing:** Leveraging platforms like Instagram, Facebook, and LinkedIn for brand growth.

### Marketing Projects

**Project: SEO Audit for Local Business**

Conducted a comprehensive SEO audit and implemented changes that increased organic traffic by 40% within 3 months.

**Project: Social Media Campaign**

Created and managed a social media marketing strategy that boosted engagement by 50% on Instagram.

**Project: Email Newsletter Series**

Designed and executed an email newsletter series that improved customer retention rates by 20%.

## Marketing Learning Portfolio

Showcasing Skills, Projects & Growth in Marketing

[Skills](#)[Projects](#)[Contact](#)

### Contact Me

Email: [marketinglearner@example.com](mailto:marketinglearner@example.com)  
LinkedIn: [linkedin.com/in/marketinglearner](https://www.linkedin.com/in/marketinglearner)  
Twitter: [@marketinglearner](https://twitter.com/marketinglearner)

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# CONCLUSION

- The conclusion for this coding project on creating a digital marketing portfolio is:
- This digital marketing portfolio project provides a fundamental yet effective platform for students and professionals to present their marketing skills, projects, and contact details in a structured and engaging online format. By leveraging HTML, CSS, and JavaScript, the portfolio combines clean design, interactivity, and organization to showcase marketing expertise beyond what traditional resumes offer.